N T
supermarket
merchandising
designs
with
PLEXIGLAS
GF
SUPER
MARKET
BRAND NAMES
MEATS MEATS
GIANT
MARKETS

introduction

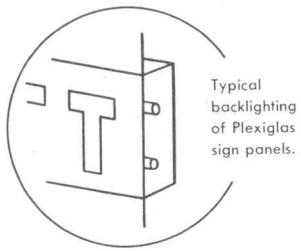
The successful operation of supermarkets requires dramatic merchandising techniques. These techniques extend from powerful identification of the building itself to the efficient guidance of customers to individual departments and the effective display of merchandise at the point of sale. This booklet shows how PLEXIGLAS acrylic plastic can be used for signs, letters and displays that can give the supermarket operator definite advantages in today's competition for the sales dollar.

Most of the design recommendations on the following pages are based on the use of PLEXIGLAS with concealed neon or fluorescent lighting. This is because PLEXIGLAS is a highly efficient diffuser of light, available in many translucent colors. Light from a concealed source is diffused and spread evenly over the visible surface of the material, resulting in complete illumination of sign faces, letters and displays.

This complete luminosity, brilliant yet pleasant to see, provides marked visual impact on pedestrian and highway traffic at night, for large exterior identification signs. In addition, the absence of exposed lighting sources results in the clean, attractive appearance of such signs in daytime.

Inside a supermarket, backlighted PLEXIGLAS insures instant identification of departments and effective point-of-purchase emphasis. Better illumination of merchandise and an attractive, colorful, sales-area appearance are added advantages.

As the manufacturer of PLEXIGLAS, Rohm & Haas Company will be glad to advise on specific design, assembly and installation details of the new, practical recommendations presented in this booklet.



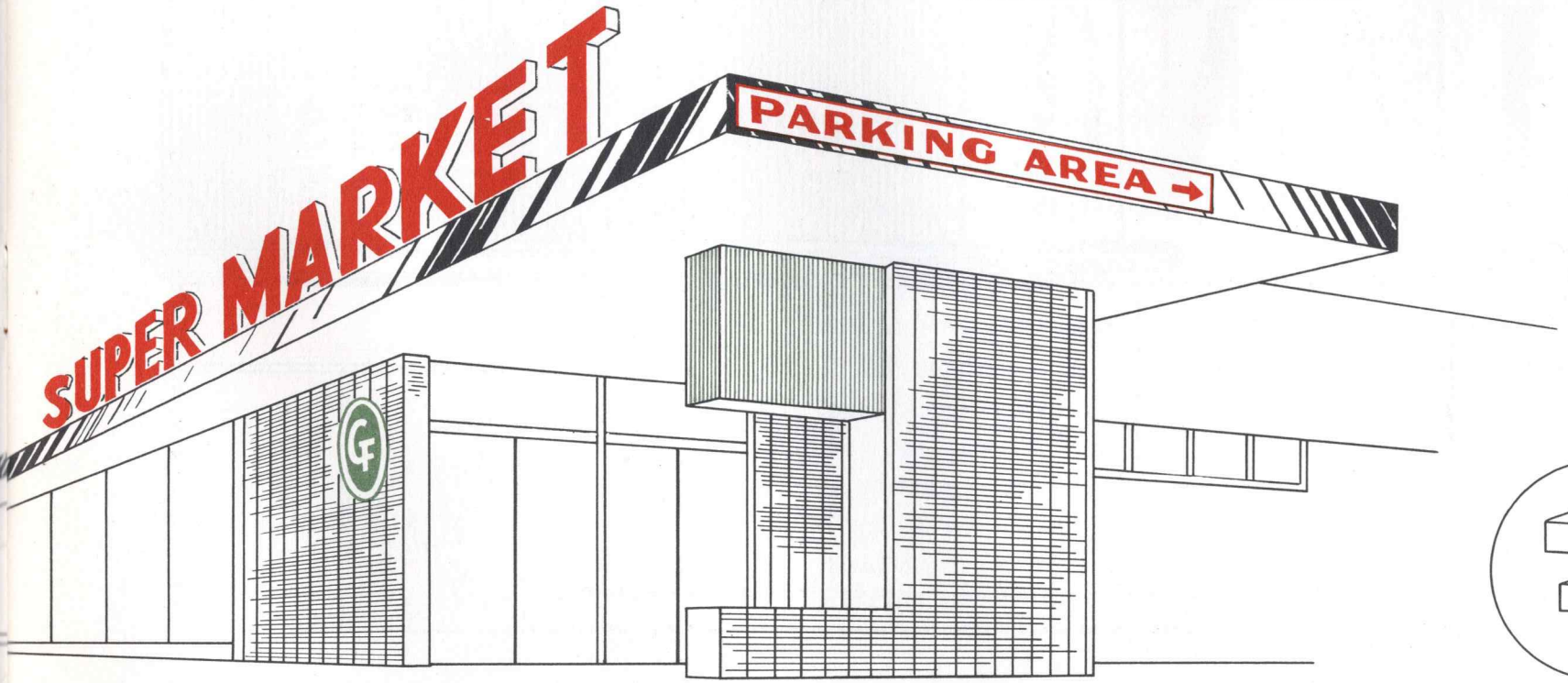
Typical backlighting of Plexiglas sign panels.

ROHM & HAAS COMPANY

Washington Square, Philadelphia 5,

suburban store fronts

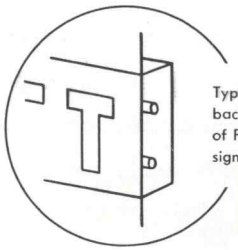
Here are some ways PLEXIGLAS can be used to command the attention of highway traffic. Free-standing rooftop letters with backlighted faces can be as large as desired. Directions to the parking area are spelled out forcibly by red letters against a white translucent marquee edge. Large trademarks such as the one beside the entrance can be reproduced easily, and could be mounted on a soaring rooftop pylon. An interior-lighted projection from the building wall provides architectural contrast and interest.



Typical backlighting of Plexiglas letters.

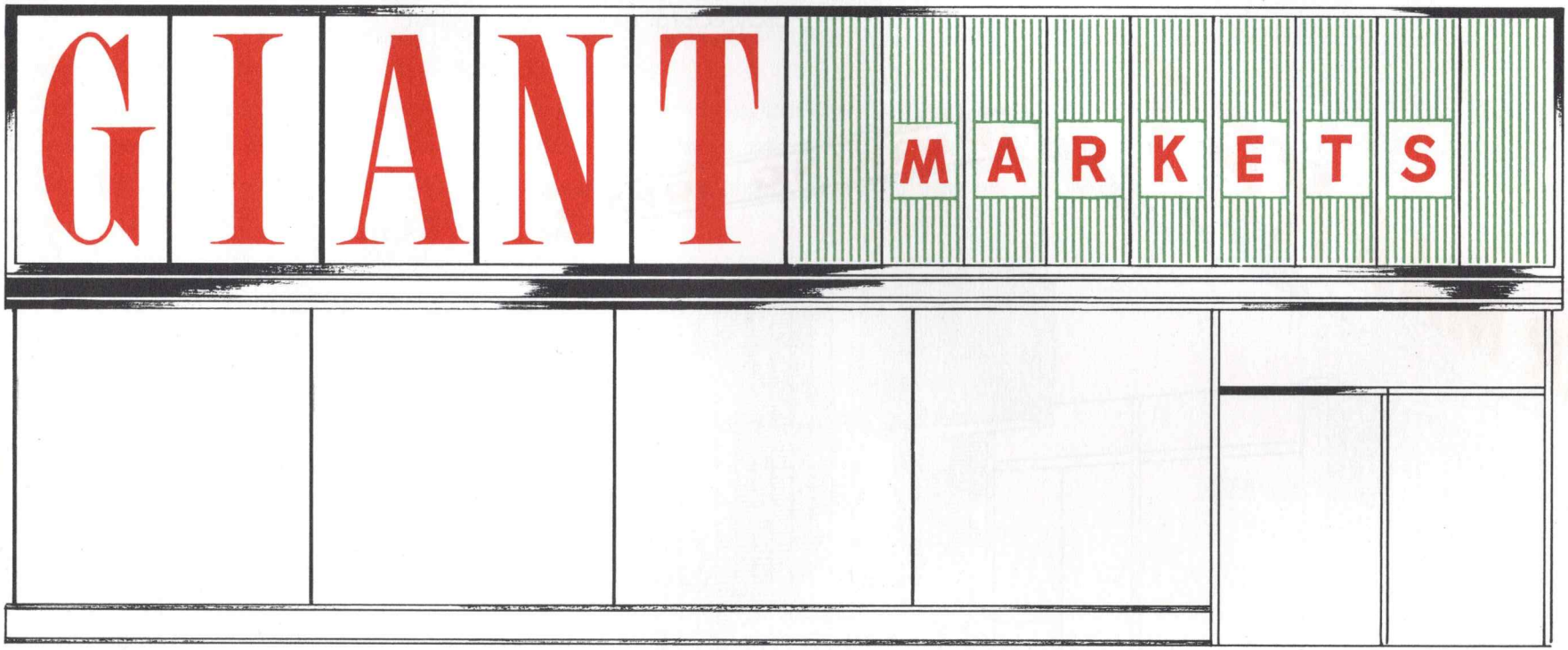
Pennsylvania

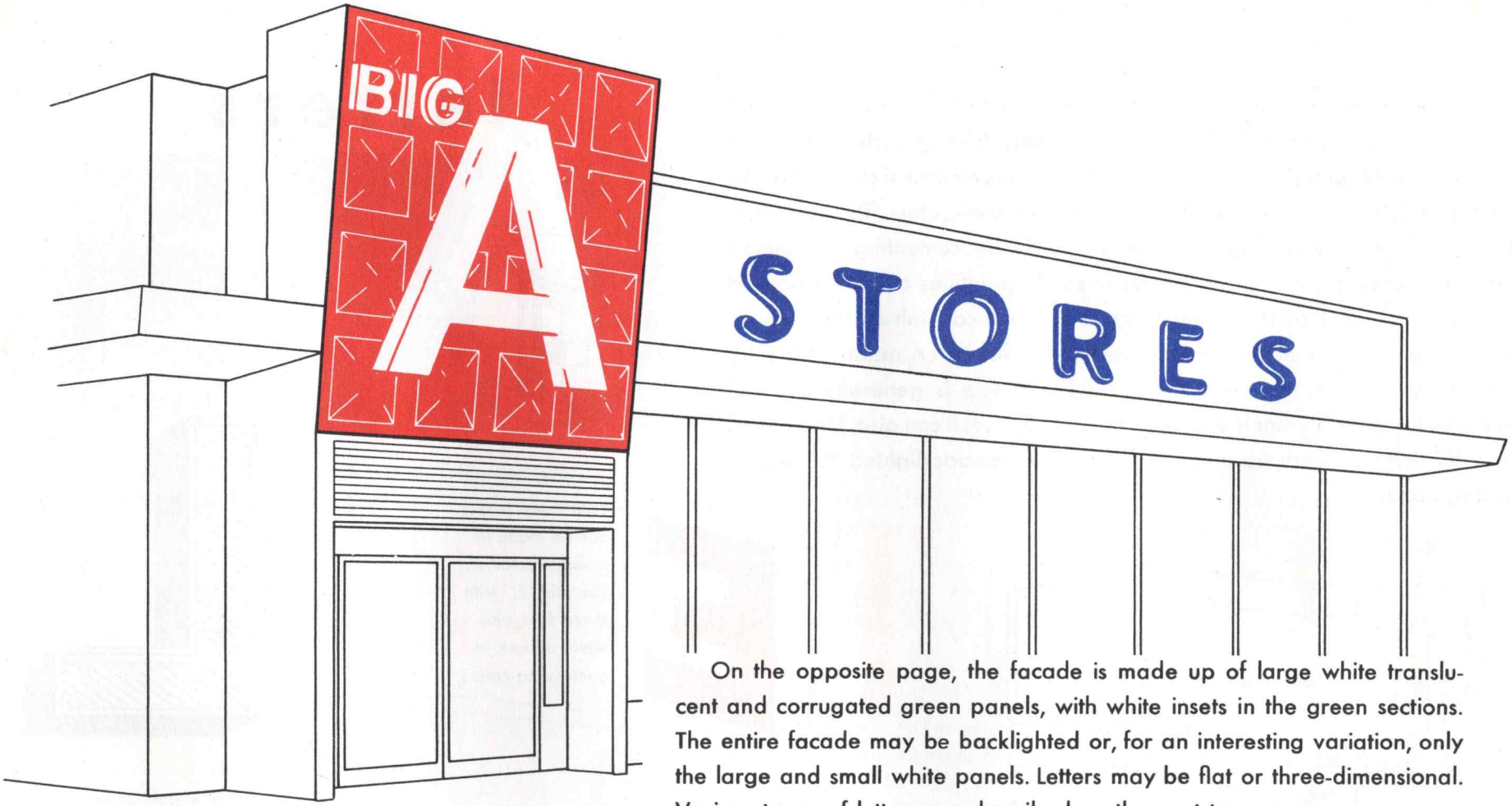
urban store fronts



Typical backlighting of Plexiglas sign panels.

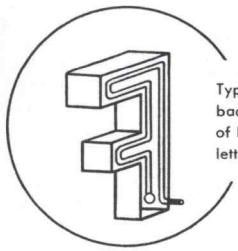
Supermarkets in built-up shopping areas should have storefront signs designed to attract both pedestrians and drivers. The signs illustrated here use large luminous background areas of PLEXIGLAS, and letters of the same material, to achieve this goal.





On the opposite page, the facade is made up of large white translucent and corrugated green panels, with white insets in the green sections. The entire facade may be backlighted or, for an interesting variation, only the large and small white panels. Letters may be flat or three-dimensional. Various types of letters are described on the next two pages.

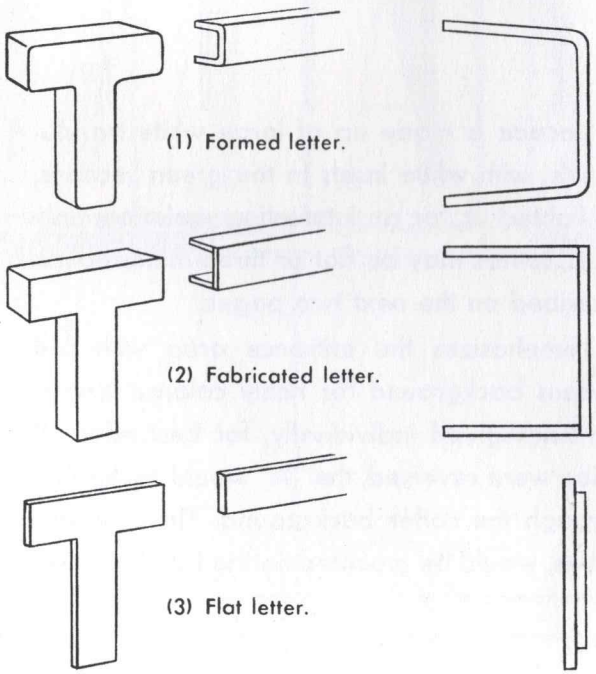
The storefront sign above emphasizes the entrance area with red coffer panels providing a luminous background for richly colored letters. The large white "A" would be backlighted individually, for best effect. If the white-against-red combination were reversed, the "A" would be lighted effectively by diffused light through the coffer background. Three-dimensional letters, enclosing neon tubes, would be mounted on the building over the windows.



Typical backlighting of Plexiglas letters.

letters

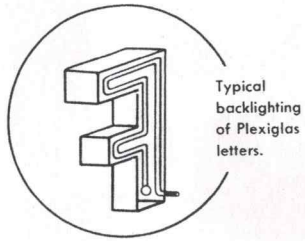
There are three basic types of letters made of PLEXIGLAS, as shown below. The first is the three-dimensional, single-color, *formed* letter, made by heating and shaping the acrylic plastic. Many types and sizes, in a wide choice of colors, are available from commercial fabricators. The second is the three-dimensional *fabricated* letter, made by cementing flat pieces into faces and returns. Custom letters in small quantities can be produced at low cost by this method, and there is no practical limit on the sizes of letters that can be made. The third type is the *flat* letter, made simply by cutting the letter outline from flat sheets. This type is generally used as the face for metal channels enclosing the light source; it can also, like formed and fabricated letters, be mounted on masonry or backlighted PLEXIGLAS backgrounds.



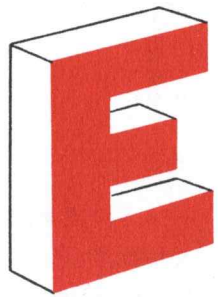
(1) Formed letter.

(2) Fabricated letter.

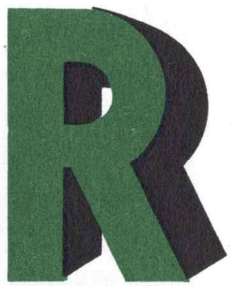
(3) Flat letter.



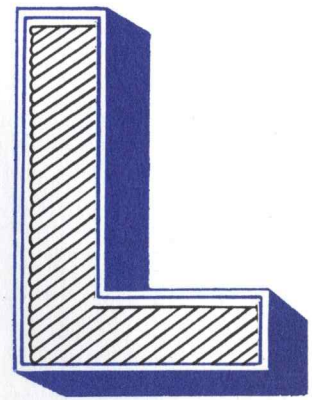
Typical backlighting of Plexiglas letters.



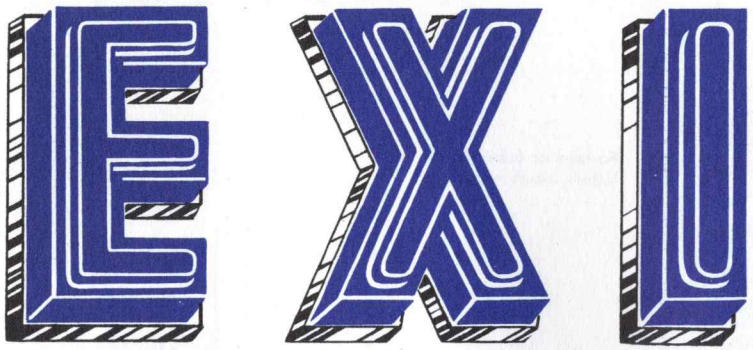
Fabricated letters can be made in a single color or, like this "E," with a red face and white returns, in contrasting colors.



Many color combinations are of course possible in fabricated letters, such as this letter with a translucent green face and opaque black returns.

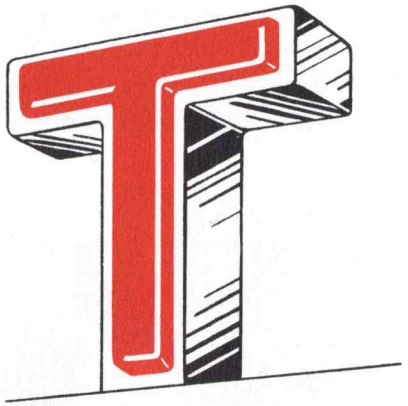


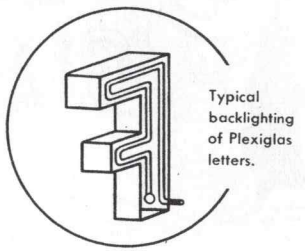
This metal channel letter outline has a corrugated PLEXIGLAS face that gives an interesting textured appearance.



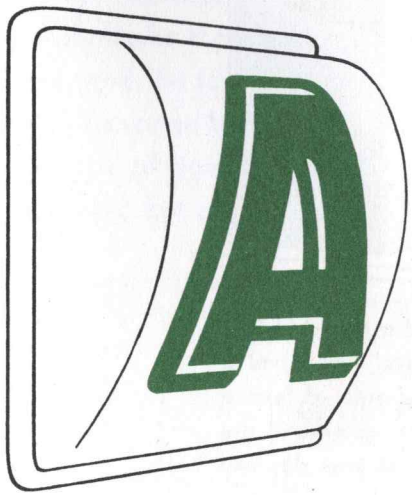
Stylized faces can be part of the design of formed letters. Reeding, fluting and other effects may be used to provide individuality of appearance in this type of letter.

An example of the design flexibility possible with letters of PLEXIGLAS is this face for a metal channel, consisting of a formed colored letter cemented to a slightly larger white letter cut from flat material.





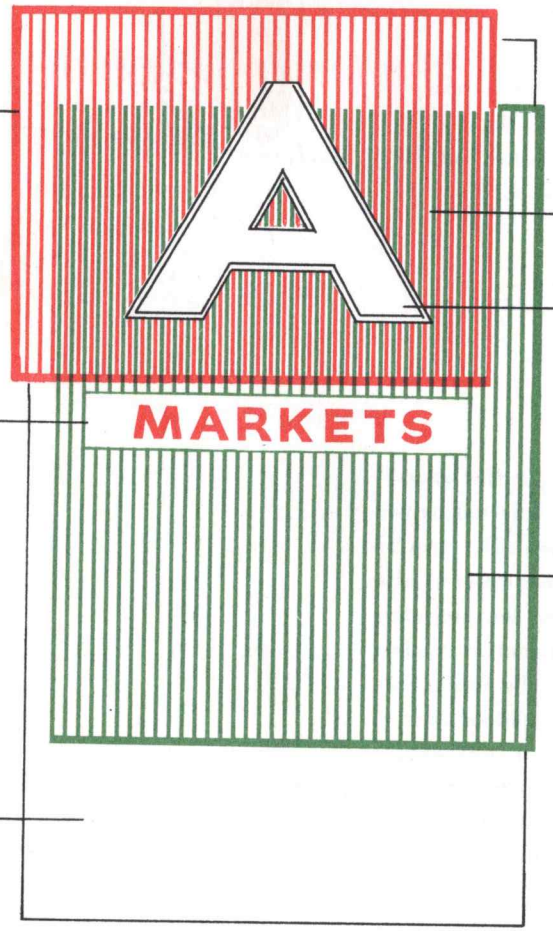
Typical backlighting of Plexiglas letters.



This design—a formed-pan background for letters—and many variations of it can be effected by two methods. The letter, formed in one color, can be cemented to the pan, formed from material of a contrasting color. Or the pan and the projecting letter can be formed in a single panel of colorless PLEXIGLAS, and the unit painted in the appropriate colors on the back surface. Many outdoor signs of PLEXIGLAS are made by painting the back surface of colorless material, a technique that provides protection from weather for the painted surface.

exterior

Unusual color effects can be created by combining PLEXIGLAS of various colors. This design for a backlighted sign would be particularly effective on a pylon.



Corrugated red translucent sheet.

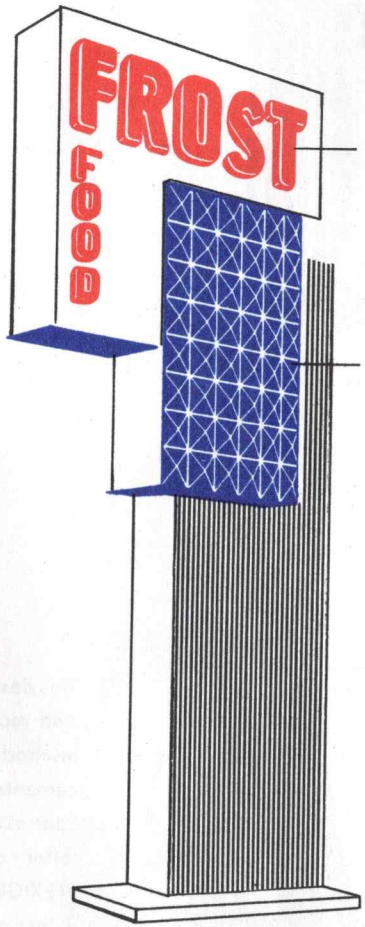
Overlap of red and green sheets produces nearly opaque background, providing excellent contrast for white "A"

Corrugated green translucent sheet cut out to expose a white translucent background on which are cemented flat red letters.

Red and green sheets cut out to expose white background sheet in "A" outline.

Corrugated green translucent sheet.

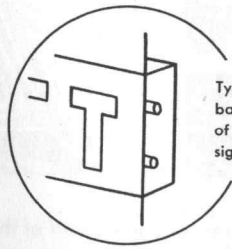
White translucent background sheet.



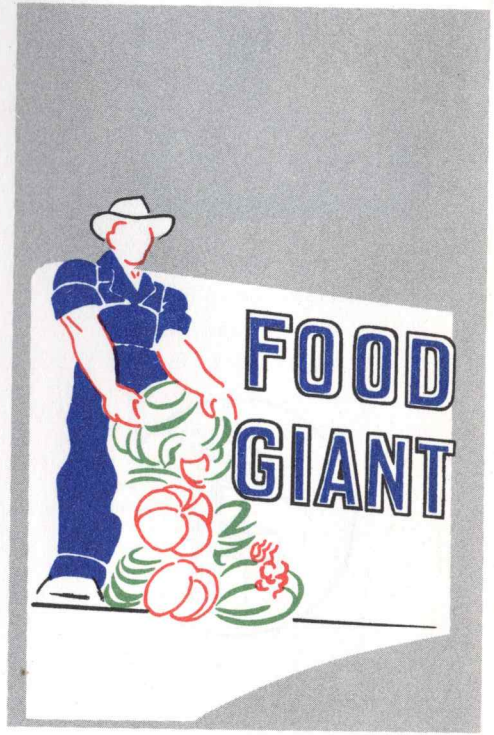
Formed or fabricated letters, interior-lighted.

Formed pans, lighted from within the pylon.

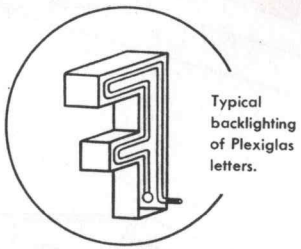
Pylon signs such as this, which uses three-dimensional letters and a large luminous area of formed colored pans, command the attention of customers day and night.



Typical backlighting of Plexiglas sign panels.



signs and pylons

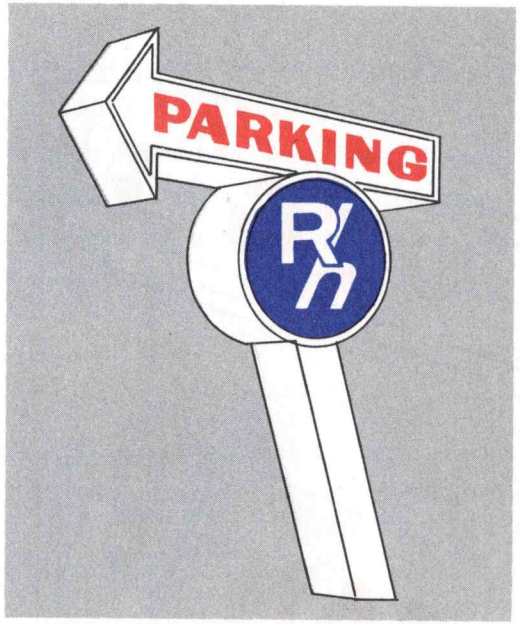


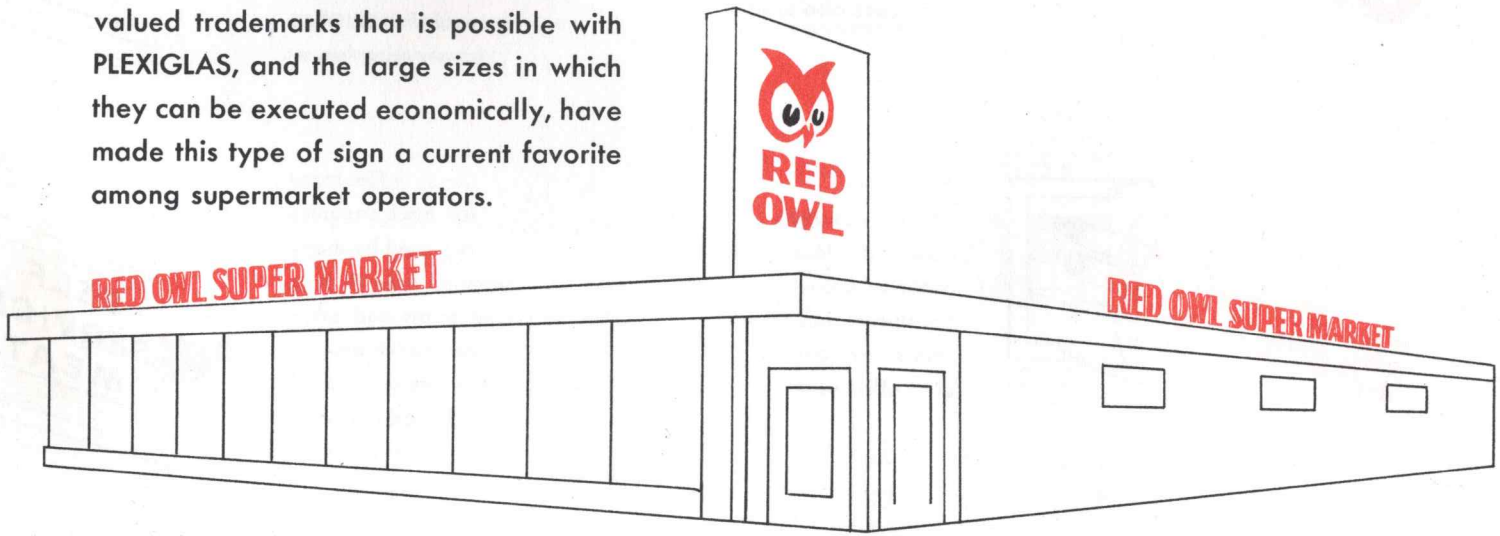
Typical backlighting of Plexiglas letters.

This sign, suitable for a rooftop or a pylon, features a large pictorial trademark painted on the first surface of white translucent PLEXIGLAS. All lighting would be behind the translucent, colorful pictorial. Formed letters would be individually backlighted.

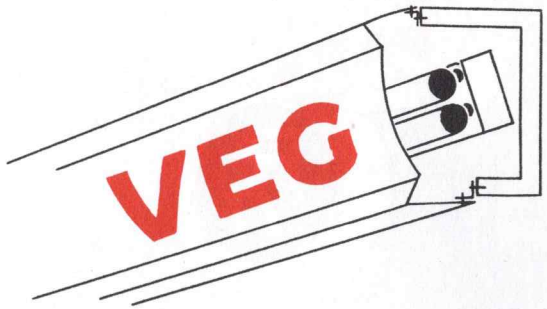
Trademark reproductions, such as this owl, can also be made by painting the second, or back, surface of colorless PLEXIGLAS. The outdoor stability of such displays, the faithful reproduction of valued trademarks that is possible with PLEXIGLAS, and the large sizes in which they can be executed economically, have made this type of sign a current favorite among supermarket operators.

Directional pylons with letters and faces of PLEXIGLAS are excellent for identifying parking lots, or for identifying the direction of a supermarket from the lot.





canopies and

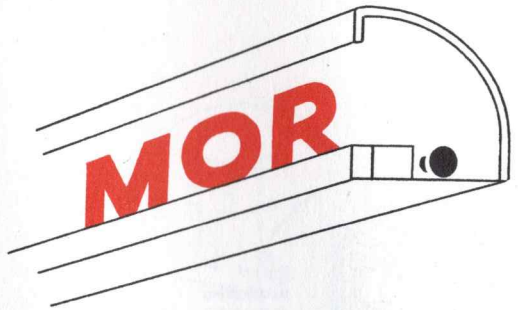


This design directs a considerable amount of light downward because of the wide band of PLEXIGLAS at the bottom.

Copy and illustrations are usually applied by painting, although flat and formed letters are also used.

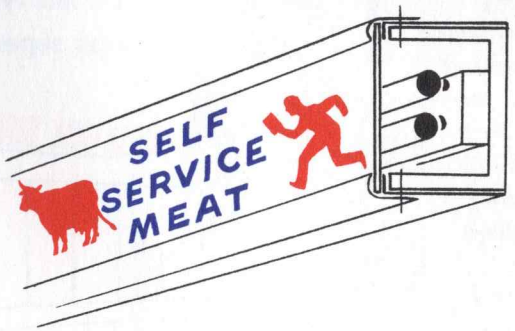
This design also provides good down-light. Most track canopies are white translucent, but other colors have been used effectively.

A different design approach is this cove-lighted sign with free-standing letters. The curved reflector is formed from white translucent material.



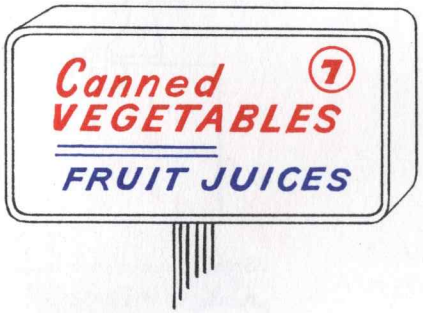
Corrugated faces on track canopies make good backgrounds for flat letters. Angles formed at the foot of canopy faces permit easy removal of PLEXIGLAS for servicing lamps.

Flat faces for track canopies are used by many supermarkets. Product pictorials and other decorative devices are frequently used for added sales emphasis.



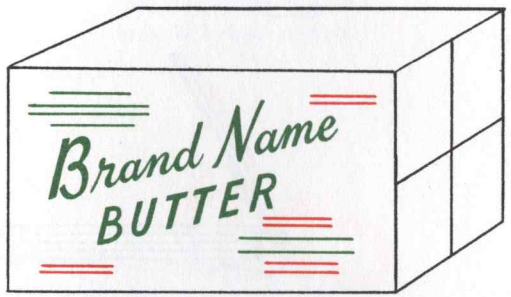
departmental signs

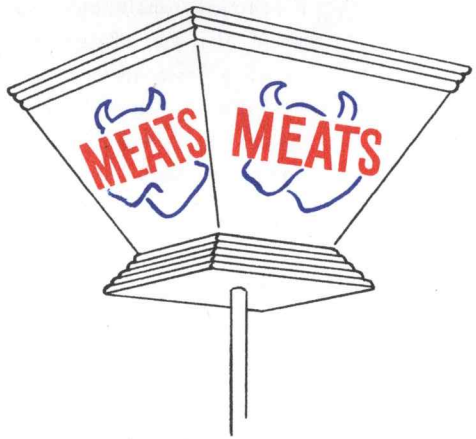
Track canopies, shown on the opposite page, and departmental signs made of PLEXIGLAS perform a variety of functions. They advertise products, direct customers, augment the store lighting, and often enhance the general appearance of a supermarket. Some designs, such as the center left-hand track canopy, and the rectangular double-faced departmental sign below, are available as standard fixtures from commercial fabricators. Others can be custom-made economically to meet specific merchandising needs. Rohm & Haas Company will be glad to supply the names of sources of supply for standard fixtures, or custom signs designed to fill the requirements of individual stores.



This double-faced, interior-lighted sign is mounted easily on a standard attached to a gondola. Copy, decorations, and backgrounds are silk-screened on the second surfaces of colorless PLEXIGLAS, and both sides of the sign are lighted by a single enclosed source.

Brand lines of merchandise promoted effectively with interior-lighted replicas of familiar packages. A butter package, for example, can be one of a series of brand line items reproduced in PLEXIGLAS for mounting on supermarket walls.



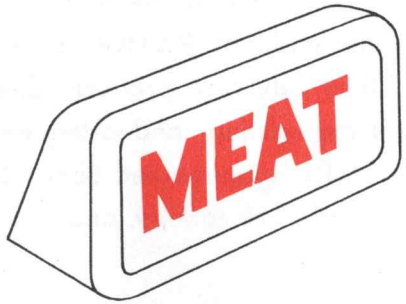


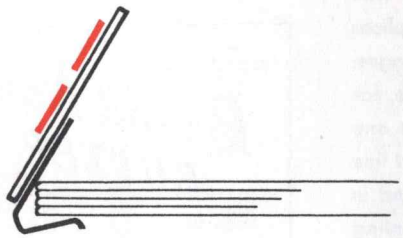
A sign such as this can be mounted on gondolas or suspended from the ceiling. The faces are white translucent, with copy and decorations painted on the outside surface.

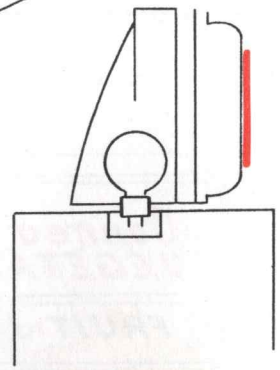
This type of gondola sign has patterned PLEXIGLAS covers at top and bottom to provide a substantial amount of light above and below the sign. The white translucent faces can be lettered by painting or by cemented colored letters.

point-of-sale

Arrows cut from red fluorescent PLEXIGLAS make excellent, highly mobile markers for calling attention to special merchandise. Copy can be achieved through painting, carving, or cementing colored letters.





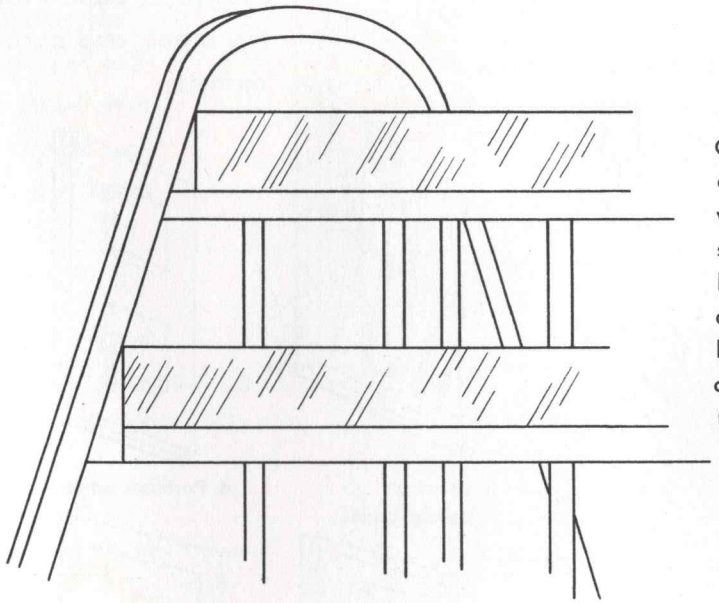


Colorless PLEXIGLAS, painted in contrasting colors as illustrated, is also useful for giving emphasis to special sales items.

Small point-of-purchase signs made of PLEXIGLAS can be illuminated from within by incandescent bulbs, up to 60W, if adequate ventilation is provided. The type of sign illustrated is designed to fit over the power outlet, and can be moved readily from one location to another.

and display

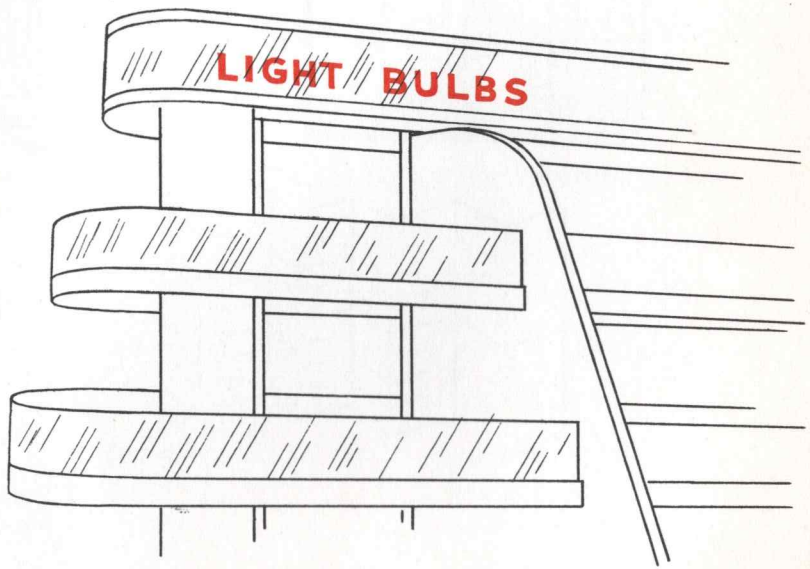
This display of white translucent PLEXIGLAS with painted or formed letters promotes self-service coffee grinding. The display can be rotated to provide eye-catching motion.



Colorless PLEXIGLAS is excellent for display dividers on counters, shelves, and tables. It is highly resistant to breakage or chipping, and can be formed without difficulty to match the contours of curved sections.

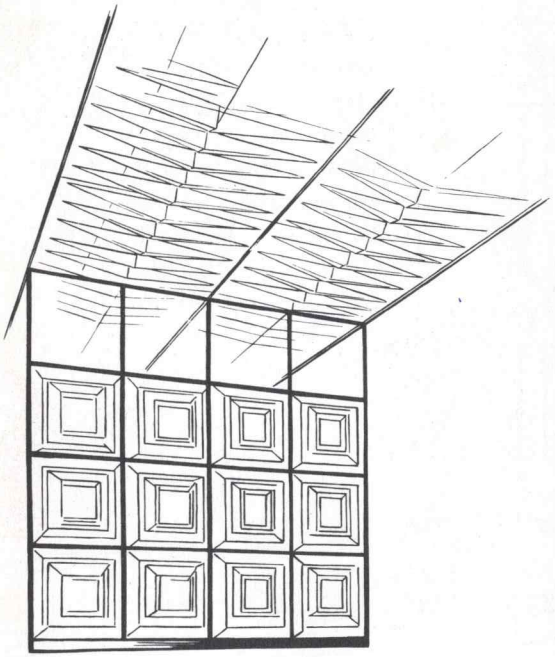
Packages reproduced in PLEXIGLAS add to the effectiveness of special displays.

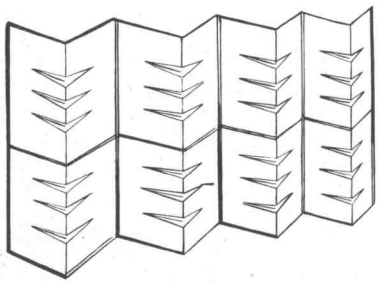
An effective gondola display for light bulbs can be made by using a backlighted track canopy at the top, and colorless PLEXIGLAS bins. A few lighted bulbs among those in the bins creates a sparkling display, enhanced by the transparent PLEXIGLAS partitions.

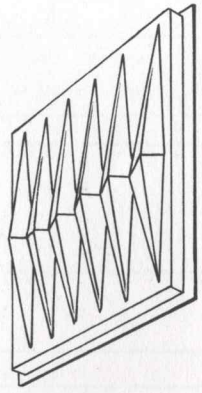


decorative panels

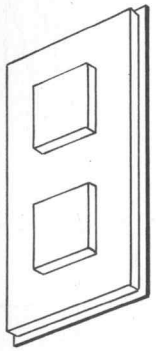
The easy formability of PLEXIGLAS makes it practical to use formed decorative panels in relatively low quantities. Here are some typical designs of panels for use in storefront and pylon signs, luminous ceiling areas, and decorative partitions for special departments in supermarkets.



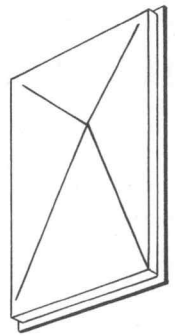




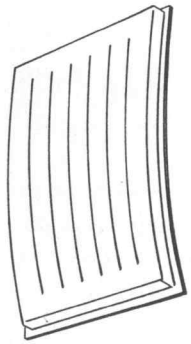
1. Luminous ceiling panel.



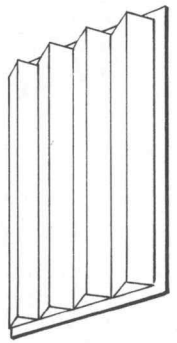
4. Partition panel.



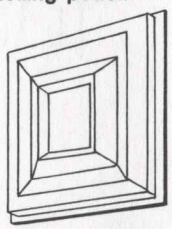
7. Store front panel.



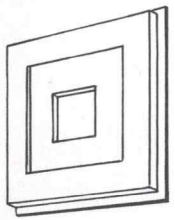
10. Pylon panel.



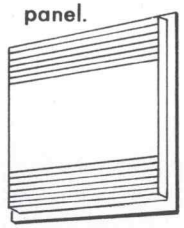
13. Pylon or store front panel.



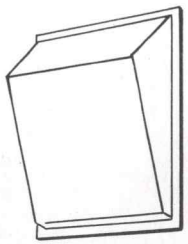
2. Partition panel.



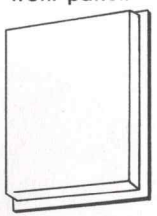
5. Partition panel.



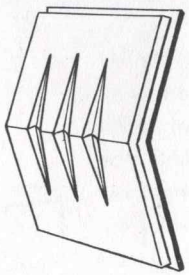
8. Pylon or store front panel.



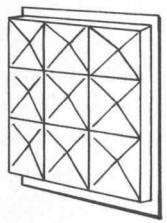
11. Letter-background panel.



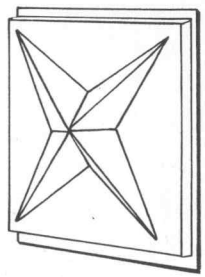
14. Interior sign panel.



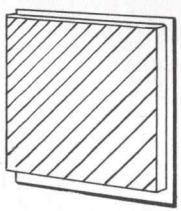
3. Partition panel.



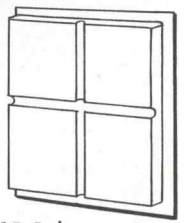
6. Pylon panel.



9. Pylon or store front panel.



12. Pylon or store front panel.



15. Pylon or store front panel.

The designs for applications of PLEXIGLAS in supermarkets, presented in this booklet, can be executed by qualified fabricators and sign companies located in nearly all large cities throughout the country. For the names of companies in specific areas, call or write the nearest of the following Rohm and Haas Company sales offices:

- BOSTON 3, MASSACHUSETTS
  Room 1115 Statler Office Building
  Telephone: Hancock 6-7675

- CHICAGO 1, ILLINOIS
  222 North Michigan Avenue
  Telephone: Franklin 2-6172

- CLEVELAND 13, OHIO
  702 United Office Building
  2012 West 25th Street
  Telephone: Prospect 1-3588

- DALLAS 1, TEXAS
  Room 1102 Southland Building Annex
  209 Browder Street
  Telephone: Prospect 6369

- DAYTON 2, OHIO
  410 West First Street
  Telephone: Adams 8513

- DETROIT 2, MICHIGAN
  728 Fisher Building
  Telephone: Trinity 3-3200

- KANSAS CITY 5, MISSOURI
  216 Finance Building
  1009 Baltimore Avenue
  Telephone: Victor 6850

- LOS ANGELES 36, CALIFORNIA
  5657 Wilshire Boulevard
  Telephone: Webster 1-1491

- NEW YORK 1, NEW YORK
  350 Fifth Avenue
  Telephone: Longacre 3-4155

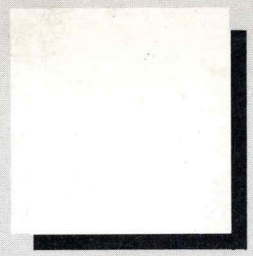
- PHILADELPHIA 5, PENNSYLVANIA
  Washington Square
  Telephone: Lombard 3-9860

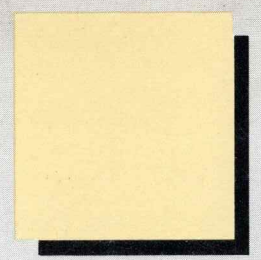
- SAN FRANCISCO 5, CALIFORNIA
  Room 443, 25 Beale Street
  Telephone: Douglas 2-6664

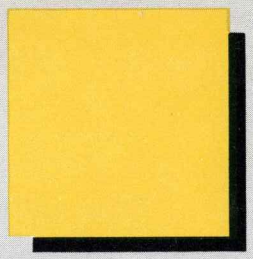
Canadian Distributors:

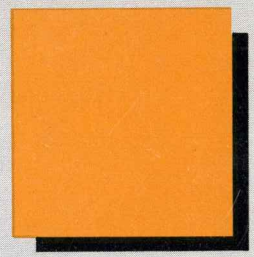
- CRYSTAL GLASS & PLASTICS, LTD.
  130 Queen's Quay at Jarvis Street
  Toronto, Ontario

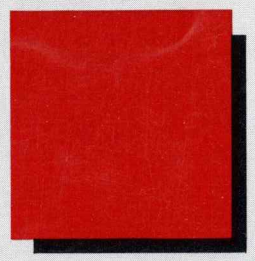
Colors of PLEXIGLAS for Outdoor Letters and Sign Faces

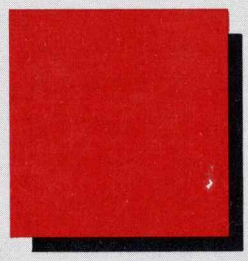

WHITE **2018-1500**

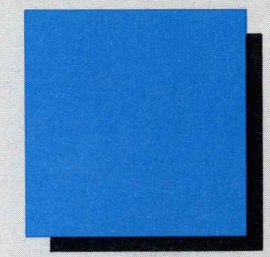

IVORY **2146**

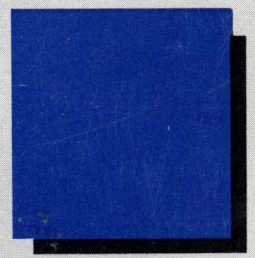

YELLOW **2037**

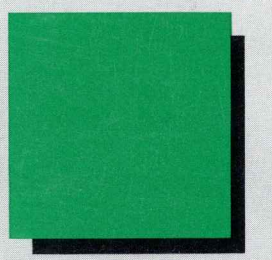

YELLOW **2016**

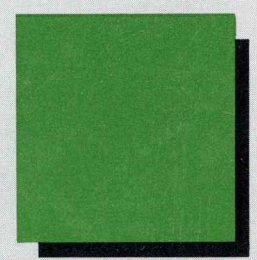

RED **2039**

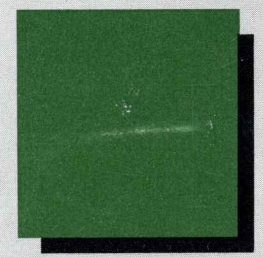

RED **2415**

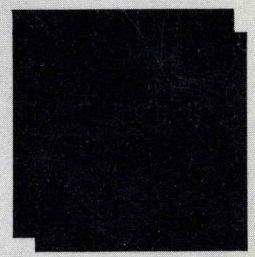

BLUE **2051**


BLUE **2050**


GREEN **2047**


GREEN **2108**


GREEN **2030**


BLACK **2025**

All colors on this page are also available in corrugated PLEXIGLAS sheets

PLEXIGLAS is also available in a wide range of colors intended for interior use.

● The suggestions and data in this bulletin are based on information we believe to be reliable. They are offered in good faith, but without guarantee, as conditions and methods of use of our products are beyond our control. We recommend that the prospective user should determine the suitability of our materials and suggestions before adopting them on a commercial scale. Suggestions for uses of our products should not be understood as recommendations that they be used in violation of any patents.

Booklet PL-171

ROHM & HAAS COMPANY *Washington Square, Philadelphia 5, Pennsylvania*

Plexiglas is a trademark Reg. U.S. Pat. Office and other principal countries in the Western Hemisphere

January, 1954 Printed in U.S.A.